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Future of Technical Assistance to County Commissions

As previously announced, the activities of the TA Center in support of County Commissions are being transitioned from the California Center for Health Improvement (CCHI) to the State Commission. CCHI and the State Commission are working in coordination with the Association of California County Children and Families Executives (ACCCFE) to ensure a smooth transition and to plan the future of technical assistance services to the County Commissions.

Commissions will continue to be met in a timely, high quality manner.

In general, the ACCCFE expects to take an active role in providing technical assistance dealing with localized issues such as organizational structure, local collaboration, capacity building, etc., which would complement the technical assistance services with statewide impact that will be provided by the CCFC.

The State Commission, CCHI and ACCCFE will work together to plan the future of technical assistance services.

Until Dec. 31, 2000, CCHI and the TA Center will continue to provide the same full range of services to County Commissions. Beginning in January, those activities will be handled by the State Commission and through County Commission-initiated arrangements. With the State and County Commissions working together, the technical assistance needs of County

After Dec. 2000, CCHI will continue to be involved in a broad range of community health and well-being initiatives, including those in support of Prop. 10. However, their role will be different than the operation of the TA Center in its current configuration.

County Commissions will be kept apprised as more detailed plans for future technical assistance services are developed.

UPCOMING STATE COMMISSION MEETINGS

- Nov. 16** – Shasta County
Dec. 14 – Santa Barbara County
Jan. 18 – Orange County





The Diversity Advisory Committee was welcomed by Commission Chair Rob Reiner and Lt. Gov. Cruz Bustamante.

■ Reporting on Prop. 10 Results

In an effort to explore options for reporting the impact of Prop. 10 statewide, the State Commission and the Association of California County Children and Families Executives (ACCCFE) will work with IBM and evaluation consulting firm SRI to craft a preliminary evaluation tool that County Commissions can choose to use in recording and reporting their outcomes.

Part of that process includes site visits to five County Commissions that have already started the data collection evaluation process (Alameda, Santa Barbara, Kern, Orange, and San Diego counties) to assess:

- The processes being used to collect outcome-based data
- Similarities between approaches and collection methods
- Any common sets of indicators
- Ways of measuring the degree to which services are provided in an integrated manner
- Confidentiality and security issues

Findings will be presented to the ACCCFE's County Evaluation Committee, which will assess the feasibility of a statewide reporting system and determine the parameters of a reporting system that might track Prop. 10 outcomes.

■ Diversity Advisory Committee Holds First Meeting

The Diversity Advisory Committee to the State Commission held its inaugural meeting in Sacramento on Sept. 18. Co-chaired by Commissioners Sandra Gutierrez and Margaret Fortune, the committee was welcomed with remarks by Commission Chair Rob Reiner and a visit from Lt. Gov. Cruz Bustamante.

With a focus on children with disabilities and special needs and their families, as well as California's linguistically, ethnically and culturally diverse residents, the committee will see that "diversity issues are interwoven through every aspect of the State Commission's work," said Gutierrez.

The members reviewed the Commission's current funding priorities and implementation plan. Discussion focused on the changing demographics of California and the need for Prop. 10 to address issues of school readiness, access and special needs. "We must tear down barriers to make sure that the majority of Californians benefit from tax-funded programs like Prop. 10," added Fortune.

The Advisory Committee's next meeting will be in Sacramento on Nov. 6, 2000. Officially joining the Committee at that meeting will be three additional members – Donna Michelson of Modoc County, Brenda Blasingame of Contra Costa County and Rafael Lopez of Santa Cruz County – who were nominated by the Association of California County Children and Families Executives and approved by the State Commission at its Sept. 21 meeting.



■ “America’s Child Care Crisis: A Crime Prevention Tragedy” A Report from FIGHT CRIME: INVEST IN KIDS

Overview by Mary Anne Riehl-Campos, California Children and Families Commission

Fight Crime: Invest in Kids, a national anti-crime organization led by police chiefs, sheriffs, police organization leaders, prosecutors and crime survivors, released “America’s Child Care Crisis: A Crime Prevention Tragedy,” a comprehensive analysis of recent research on the child care crisis in the U.S. The report demonstrates the importance of the first 5 years of life in shaping future attitudes, behaviors and potentially even a child’s propensity toward violent behavior.

The study found, however, that many programs designed to help young children are currently under-funded:

- **Head Start, the principle federal child development program for children in poverty, serves half of eligible children.**
- **The Child Care and Development Block Grant, designed to help low-income parents with child care costs, serves one out of 10 eligible children.**

Many working parents – especially low- and moderate-income parents – cannot find adequate child care, and if they find it, often cannot afford it. According to the study, placing two children in a child care center can cost more than \$12,000 a year – about \$2,000 more than full-time minimum wage – and care in a quality urban child care center can exceed the cost of tuition at a public university.

The report found that while the price of quality child care is high – the cost of not providing it is higher. Research shows that quality educational child care can greatly reduce the risk that infants and toddlers will become violent teens and adults. A poll of police chiefs found that 9 of 10 agree that if the U.S. does not make greater investments in after-school and educational child care programs now, crime and welfare costs will result. When rating strategies on their

value as crime prevention tools, police chiefs rate educational child care as significantly more effective than more traditional alternatives such as building juvenile centers or installing metal detectors at school.

Overwhelming evidence demonstrates that investments in child care save money:

- **For every dollar spent on the High/Scope Perry Preschool Program, the public saved more than \$7.**
- **Compared to those who had attended all-day kindergarten but not the preschool and parent coaching program in Chicago Child-Parent Centers, CPC children had 26 percent greater high school graduation rates, were held back in school 35 percent less, and were less than half as likely to have been arrested two or more times as a juvenile.**
- **A 1997 study by Mark A. Cohen of Vanderbilt University estimated that “each high-risk youth prevented from adopting a life of crime could save the country between \$1.7 million and \$2.3 million.”**

“When children do not get the right start in life, all of us are endangered. Good educational child care is one of our most powerful weapons against crime.”

— Fight Crime:
Invest in Kids Report
April 28, 2000

William Gale and Isabel V. Sawhill of the Brookings Institution write, “Investing in early childhood education provides government and society with estimated rates of return that would make venture capitalists envious.” The Fight Crime: Invest in Kids report finds that early childhood programs are among the best investments government can make.

“America’s Child Care Crisis:
A Crime Prevention Tragedy”
is available at
<http://www.fightcrime.org>

■ Safe from the Start Regional Meetings Address Children's Exposure to Violence

The Fresno, Mariposa, Madera, Tulare and Kings County Commissions joined together with California Attorney General Bill Lockyer and the State Commission on Sept. 19 to welcome more than 200 educators, law enforcement officers, and professionals from health, mental health and human services to the first of nine Safe from the Start Regional Forums on Reducing Children's Exposure to Violence.

Elected and appointed policymakers and senior and mid-level managers from throughout the South Central Valley came together to find solutions to the problem of violence in their communities. Many of these regional leaders were meeting for the first time, and were surprised and pleased to learn about the wealth of regional resources and opportunities for collaboration. In the words of one participant, "There are numerous resources already available in our county and state – we need to learn how to ... work together to bridge the gap in services."

Fresno Children and Families Commissioner Kathleen McIntyre welcomed participants by explaining why the Commission had decided to co-sponsor Safe from the Start. McIntyre, who is also President of the Fresno Child Abuse Prevention Council and Assistant Director of Comprehensive Youth Services, a community-based child abuse prevention agency, explained that child abuse is closely linked to other forms of chronic violence, and that both place children's development at serious risk. "Young children can be overwhelmed by violence, especially when it happens to people they love. There's more than enough evidence to state categorically that exposure to violence is a serious threat to young children's physical, mental and emotional development. As such, it should be of primary concern to Children and Families Commissions throughout California," said McIntyre.



"Exposure to violence is a serious threat to young children's physical, mental and emotional development."

— Kathleen McIntyre,
County Commissioner

Safe from the Start Regional Meetings Primary Objectives:

- 1) To educate local policymakers and community leaders about the effects of children's exposure to violence
- 2) To gather information for a policy report to the Attorney General on ways the state could help California's communities reduce children's exposure to violence
- 3) To encourage people to continue working together after the Forums to identify and fill the gaps in their communities' responses to violence

The Attorney General's Crime and Violence Prevention Center will be tracking the impact of the forums on collaboration and integration in each region.

Attorney General Bill Lockyer issued a call to action, warning that, "Too many California children are at risk from chaotic and sometimes crime-ridden homes." He called on law enforcement and other professionals who work with children to identify problem situations and work together to take action. "Virtually every first-, second- or third-grade teacher can spot youngsters in their classrooms who are having problems. A coach may notice that a child reacts with unprovoked violence at school sports activities. A health care provider may notice marks or bruises indicating child abuse. What if all these adults were talking to each other, and had an opportunity to compare notes?" said Lockyer. "We could then identify the children that need help – before it's too late."

Additional forums have also been held for Northern California counties in Redding, in Sacramento for the North Central Valley and in Santa Barbara for the Central Coast.

UPDATE

Safe from the Start Regional Meetings

Forum Dates and Locations:

- **INLAND EMPIRE/ORANGE COUNTY**
November 14 in San Bernardino
Counties: Inyo, Mono, Orange, Riverside and San Bernardino
- **SOUTHERN CALIFORNIA**
November 16 in San Diego
Counties: Imperial and San Diego
- **BAY AREA**
December 5 in Oakland
Counties: Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, San Francisco, Solano and Sonoma
- **SOUTH BAY**
December 12 in San Jose
Counties: Monterey, San Benito, San Mateo, Santa Clara and Santa Cruz
- **LOS ANGELES**
December 14 in Los Angeles
County: Los Angeles

For registration or further information on upcoming forums, please visit www.safefromthestart.org.

If your Commission has not yet co-sponsored a Safe from the Start Regional Forum, please call *i.e.* communications at (415) 616 -3930 to get involved.

UPDATE

TECHNICAL ASSISTANCE CENTER

THE SAN MATEO COUNTY PRENATAL TO THREE INITIATIVE: LESSONS LEARNED

Friday, Dec. 1, 2000

San Francisco Airport Marriott Hotel

Many local Children and Families Commissions have included home visiting as a strategy in their family support service programs. Research has shown that home visiting is most effective when integrated in a comprehensive system of services. This workshop will highlight promising practices from San Mateo County's Prenatal to Three Initiative, a collaboration of agencies and individuals working to provide information, support and care for families of pregnant women and children to age 3 receiving Medi-Cal. Created in 1996, the program connects the resources of public agencies, the county's Medi-Cal managed care organization, hospitals and community organizations through a comprehensive referral system, and offers home visits, support groups and parenting classes by multidisciplinary team members based on Dr. Berry Brazelton's "Touchpoints" principles.

**To make reservations
for the workshop, please call the Prop. 10
TA Center at (877) 827-7671.**

NEW PUBLICATIONS

The CCHI TA Center has published two new publications in the Field Lessons series, devoted to promising and effective practices for local Prop. 10 Commissions:

- "Promoting Oral Health in Young Children" provides an overview of current California 0 to 5 resources and recommendations to improve children's access to oral health services.
- "Preventing Childhood Obesity" outlines the emerging crisis due primarily to children's deteriorating eating habits and low physical activity levels, and highlights evaluated prevention strategies.

The documents can be obtained through the TA Center Clearinghouse in both printed and pdf formats (available at www.cafc.ca.gov and www.cchi.org). To order printed copies of the documents, contact the Prop. 10 TA Center at (877) 827-7671.

■ Assistance with Outreach to Ethnic Communities Available

Communication support for outreach to California's diverse populations is available to County Commissions. Specialists in Latino, Asian and Pacific Islander American and African American outreach can be accessed through the State Commission Communications staff.

With no population group now in the majority, California is the most culturally and ethnically diverse state in the country. While this diversity offers the state incalculable benefits, cultural nuances and language barriers mean that a unique communications approach is required.

For example, ethnic audiences may not obtain news and information from general market media (e.g., major newspapers like *The Fresno Bee* or the evening news). Community word-of-mouth, ethnic newspapers, or representatives of faith-based or community-based organizations may be the primary sources of information for many Californians. To help County Commissions access these information conduits and reach all of California's families, the State Commission is eager to assist with the development of tailored outreach activities.

Communication support may include:

- **Counseling on outreach to ethnic newspapers or television and radio news programs**
- **Assistance with identifying and partnering with community-based organizations that serve ethnic populations**
- **Counseling on adapting materials so that they are compelling for ethnic audiences**
- **Assistance with securing translation services, as well as review of translated materials for accuracy and cultural nuances**

Communication support on ethnic outreach, as well as counsel on other media relations and community outreach activities for Prop. 10, are available by contacting Nicole Kasabian with the State Commission Communications Department at (916) 323-2542.

■ Northern Counties Awarded Grant for Children's Oral Health

At its July meeting, the State Commission approved a \$20,000 grant to fund a summit to develop a coordinated, regional plan for improving the oral health of young children in Lassen, Modoc, Plumas and Sierra counties. At the Oct. 23-24 conference, experts from the California Department of Health Services, the State Commission, the California Child Care Health Program, Denti-Cal and others provided representatives from each of the four counties with information and resources for developing a plan.

Currently, families in these rural areas face both physical barriers to securing oral health care for children (e.g., mountain ranges and inclement weather, limited transportation, limited number of dentists who treat small children) and financial barriers (e.g., jobs without dental insurance, limited number of providers who participate in public financing programs for low-income families).

However, providing more pediatric dentists isn't necessarily the solution. "Alone, our county doesn't have enough children to support more service providers," said Laura Roberts, Executive Director of the Lassen Children and Families Commission. "But working with adjacent counties that face some of the same issues that we do, we may be able to build a plan that benefits children throughout our region."

Planning also focused on education and prevention – finding ways to build oral health issues into more comprehensive approaches and programs that already reach children and families in the region.

Conference participants, including County Commissioners, dentists, dental office staff and representatives from Early Head Start and local non-profits, developed potential regional strategies and will continue to work together on a long-term implementation plan.

State Commission experts can help County Commissions reach out to California's diverse communities.



For more information on the summit, call Laura Roberts, Executive Director of the Lassen Children and Families Commission, at (530) 257-9600.

California Programs Funded by Tobacco-Related Sources

This chart has been developed to help service providers, policymakers and the general public distinguish between the different tobacco-related funding streams in California.

	Prop. 10	Prop. 99	Master Settlement Agreement
BACKGROUND	In 1998, voters approved Prop. 10, a 50 cent per pack cigarette tax (and an equivalent amount on other tobacco products). The program generates an estimated \$700 million annually for early childhood development and anti-tobacco programs.	In 1988, voters approved Prop. 99, a 25 cent per pack cigarette tax (and an equivalent amount on other tobacco products) that generates an estimated \$400 million annually.	To settle lawsuits brought by 46 state Attorneys General (including California's Attorney General), major U.S. tobacco companies agreed to pay states \$206 billion over 25 years for tobacco-related health care expenditures and violations of anti-trust and consumer protection laws.
HOW ARE FUNDS ALLOCATED?	<p>The California Children and Families Commission is the leadership agency and statewide coordinator for Prop. 10 — the California Children and Families Act. The State Commission oversees the disbursement of 20 percent of the funds.</p> <p>Prop. 10 also established 58 County Commissions to oversee distribution of funds based on local needs. Overall, County Commissions receive 80 percent of funds generated by Prop. 10. Allocations for each County Commission are determined by birth rates.</p>	<p>The California Legislature appropriates funds through the budget process into six accounts within the Cigarette and Tobacco Surtax Fund:</p> <ul style="list-style-type: none"> • 20% for health education for community and school-based tobacco education and prevention programs • 35% for hospital services for treatment of medically indigent hospital patients • 10% for physician services for treatment of medically indigent hospital patients by physicians • 5% for research on tobacco-related diseases • 5% for public resources, for the protection of wildlife habitat and programs to enhance park and recreation resources • 25% unallocated, to be distributed by the Legislature to any of the other accounts 	In California, the Governor and the Legislature determines the use of 50 percent of the state's share of the settlement, while the remaining 50 percent is disbursed to all 58 counties and four cities based on population.
HOW ARE FUNDS USED?	<p>The State Commission uses funds to provide:</p> <ul style="list-style-type: none"> • Support for child care and development • Education and training for parents, child care providers and other professionals • Statewide leadership, coordination and policy development • Public education and outreach • Research and evaluation on best policies and practices • Technical assistance to County Commissions <p>County Commissions allocate funds based on public input and local needs. Funds are intended to support:</p> <ul style="list-style-type: none"> • Community health care, child care and education programs • Smoking cessation assistance to pregnant women and parents 	<p>The priorities of the Tobacco Control Program are to:</p> <ul style="list-style-type: none"> • Eliminate exposure to secondhand smoke • Counter pro-tobacco influences • Reduce the marketing and illegal sale of tobacco to youth • Provide cessation services 	The use of tobacco settlement funds is determined by the Governor and the state Legislature and individual local governments. There are no restrictions on the use of the funds.

UPDATE

CALIFORNIA COMMISSION



California Commission Update is the monthly newsletter of the California Children and Families Commission. To be added to the mailing list or to offer ideas for future editions, call Nicole Kasabian in the Communications Department, at (916) 323-2542.



■ New Commissioner

The California Children and Families Commission welcomes its newest Commissioner – Karen Hill-Scott, Ed.D. Hill-Scott brings to the Commission her nationally recognized expertise in child care and development and in children's television programming.

Co-founder of Crystal Stairs, an innovative child development agency in Los Angeles that now serves more than 40,000 children a year, Hill-Scott also co-chaired the State Superintendent of Public Instruction's California Universal Preschool Task Force and serves on the National Association for the Education of Young Children's Commission to Reinvent Accreditation. President of her own consulting firm, she is an Adjunct Professor of Planning in UCLA's School of Public Policy and Research.

Hill-Scott was appointed by Assembly Speaker Bob Hertzberg to fill Patty Siegel's seat on the State Commission.



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